

Seattle Parks and Recreation

2014 Accomplishments



Recreation



More than 320,000 swim lessons were taught in the past year. Parks provided many of these lessons at half price at pools for those who met low-income eligibility, and for free at all beaches. In addition, fundraising has generated \$25,000 for supplemental scholarships and our ongoing partnership with Seattle Children's Hospital generates \$10,000 annually. As children learn to swim they gain life skills, have a reduced risk of drowning death and gain opportunities for new activities including participation in small craft programs.



The Business Service Center expanded use of "Quick Cards." The program was implemented in 2014 to all community centers in addition to the swimming pools; customers can now purchase a discounted 10-punch or monthly unlimited use pass for use at all community centers for toddler play spaces, drop-in recreational sports, and/or fitness rooms.



In support of the Mayor's Summer of Safety Initiative, Parks reallocated approximately \$296,000 to provide new programs and enhance programs last summer. This tied in to the Mayor's goal for a safe city by mobilizing resources to activate parks and provided jobs for youth and activities for young adults.



Environmental Education & Outdoor Learning: This unit has a new goal: Increased program accessibility to historically under-represented groups, including low-income, communities of color, immigrants, refugees and limited-English communities.

Regional Parks & Strategic Outreach



The new Jackson Golf Course driving range was under construction in 2014 and opened on January 8, 2015. It represents the first *major* goal completed as described in the 2009 Golf Master Plan. The new driving range is expected to generate up to \$500,000 in new revenue in 2015.



By the end of 2014, the Center City Parks Unit had absorbed all downtown operations, combining maintenance, activation and the park rangers into a single unit and establishing a strong foundation for an integrated and well-coordinated team focused on promoting clean, vibrant and safe parks.



Building 11 in Magnuson Park underwent significant construction in 2014. Waldorf High School remodeled and moved into a large section of the building, which now accommodates 80 students. Cascade Bicycle Club, a longtime Magnuson Park tenant, also moved into Building 11, expanding its offices and program space. A shoreline restriction on a vacant portion of the building was successfully lifted which clears the way to pursue additional tenants, which in turn will generate more revenue.

Parks Division



Kubota Garden Terrace Overlook: The Kubota Garden Terrace Overlook was completed in a two-week workshop led by 14th and 15th generation Japanese stone masons, helping to sort more than 300 tons of stone to construct an 8-foot wall by hand. Parks crews created the shelter structure and integrated the garden's paths and landscaping to the new design.



Key Card Project: In 2014, Parks transitioned to a Card Key access system, installing card readers and lock hardware for 75 venues and issuing key cards for more than 1,000 Parks and Associated Recreation Council employees to ensure that our facilities are safe, accessible for use and can be closed quickly should an urgent need arise.



Park Resources Training Videos: In 2014, the division developed a training video on small equipment, featuring Parks staff that covered grounds maintenance issues related to safety, maintenance, operation, transport and landscaping. This highly successful pilot program was created to standardize the work completed by maintenance staff in multi-lingual training videos, decreasing long-term costs by providing employees with more information on the proper care of tools and equipment.



OUR CITY OUR PARKS OUR ENVIRONMENT

Stewarding a Sustainable Park System for the Next Generation

SEATTLE PARKS AND RECREATION: 2013 ENVIRONMENTAL STEWARDSHIP REPORT



Environmental Stewardship Report: The Environmental Stewardship Report: *Our City, Our Parks, Our Environment* is a communications and performance management framework created to better convey the work done and value contributed by Seattle Parks and Recreation's environmental programs. The work represented in this report spans the Parks Division's Environmental and Sustainable Operations and Natural Resources Unit, as well as Recreation's Matrix Unit and various community center activities.



The Green Seattle Partnership removed 40 Acres of invasive species, planted 66,000 plants, weeded 191 acres forest and completed over 67,000 volunteer hours. The program was active in 67 parks. Work began on the 10-year update, which will act as a guiding document for the next 10 years.



The Youth Green Corps completed a successful third year in the Seattle Trails program. Our partnership with Goodwill served 11 youth for 9 months. The corps put over 3 acres into phase one restoration with the GSP and restored a half-mile of trail. The quality and amount of work was consistent with that of top-notch contractors. The participants were commended by the citizens, employees, partners, and elected officials, including Governor Jay Inslee.

Planning & Development



Magnuson Park Building Improvements: Building 30 renovations, Building 11 partial roof replacement, Building 18 stabilization.



Bell Street Park



Volunteer Park Conservatory Renovation

Finance & Administrative Services



In 2014, the department issued a Request for Proposal for an Asset Management Work Order System.

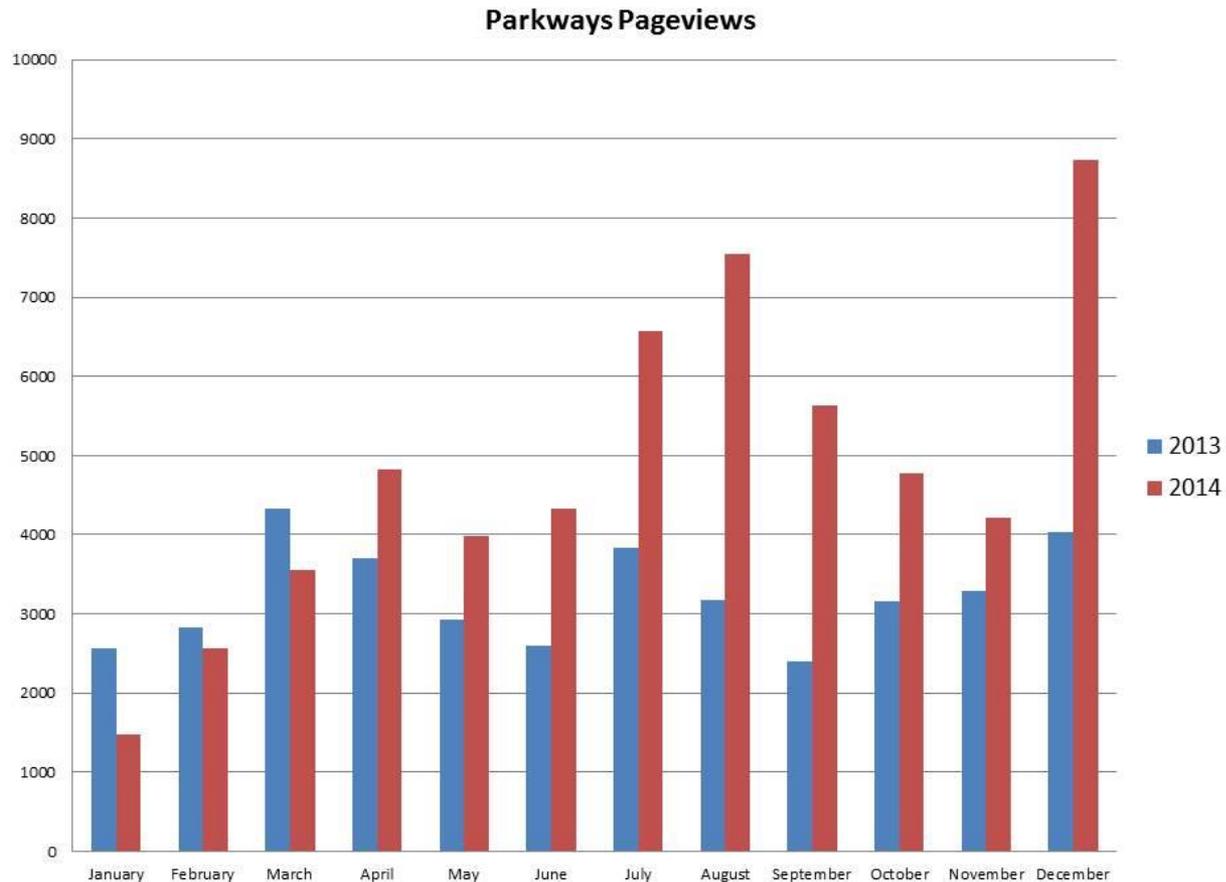


Parks FAS led the development of a financial plan that was adopted as a companion piece to the Park District ballot measure.

Human Resources

- Supported 919 employees seeking both mandatory and employee development training opportunities
- Processed more than 5,900 job applications for 83 vacancies
- Completed more than 2,000 background checks
- Verified 244 pre-employment physicals
- Filled 350 temporary assignments
- Successfully assisted in the Seattle Aquarium transition to a nonprofit entity
- Offered over 6,500 customer contacts regarding safety and health topics

Superintendent's Office: Communications



In 2014, the communications unit started to better utilize web analytics to determine what specific blog content would maximize “pageviews” and result in better customer service. Last year, Seattle Parks and Recreation’s blog pageviews increased 45%.